

## INVOICE



WDIV  
550 W. Lafayette Blvd.  
Detroit, MI 48226  
52-0854807 FEIN  
Main: (313)222-0444  
Billing: (313)222-0459

http://www.clickondetroit.com/index

Billing Address:

O'Meara Advertising  
Attention: Accounts Payable  
31731 Northwestern Hwy  
Suite 333  
Farmington Hills, MI 48334

Send Payment To:

WDIV  
75 Remittance Drive Ste 3110  
Chicago, IL 60675-3110

Invoice #	Invoice Date	Invoice Month	Invoice Period
258949-2	10/28/12	October 2012	10/01/12 - 10/28/12

Station	Account Executive	Sales Office	Sales Region
WDIV	Angela Cady	Local-Detroit	Local

Advertiser	Product	Estimate Number
POL/Bernstein M/UofM Boa		

Flight Dates	Order #	Alt Order #
09/17/12 - 11/06/12	258949	

Billing Calendar	Billing Type
Broadcast	Cash

Special Handling

IDB #	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/Week	Rate	Type
2	10/01/12	10/05/12	Today Show	8-9a	1- 1- 1--	:30	3	\$1,350.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
10/01/12 10/07/12 1- 1- 1-- 3 \$1,350.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WDIV M 10/01/12 8:34 AM Today Show 8-9a :30 REGENT- 1- 2012- 30 \$1,350.00 NM									
2 WDIV W 10/03/12 8:28 AM Today Show 8-9a :30 REGENT- 2- 2012- 30 \$1,350.00 NM									
3 WDIV F 10/05/12 8:56 AM Today Show 8-9a :30 REGENT- 1- 2012- 30 \$1,350.00 NM									
3	10/01/12	10/05/12	Noon News 12-1230p	12N-1230P	1- 1- 1--	:30	3	\$850.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
10/01/12 10/07/12 1- 1- 1-- 3 \$850.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WDIV M 10/01/12 12:27 PM Noon News 12-1230p 12N-1230P :30 REGENT- 2- 2012- 30 \$850.00 NM									
2 WDIV W 10/03/12 12:27 PM Noon News 12-1230p 12N-1230P :30 REGENT- 1- 2012- 30 \$850.00 NM									
3 WDIV F 10/05/12 12:28 PM Noon News 12-1230p 12N-1230P :30 REGENT- 2- 2012- 30 \$850.00 NM									
4	10/01/12	10/05/12	M-F Local 4 News 6-630p	6P-630P	1- 1- 1--	:30	3	\$1,600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
10/01/12 10/07/12 1- 1- 1-- 3 \$1,600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WDIV M 10/01/12 6:27 PM M-F Local 4 News 6-630pm 6P-630P :30 REGENT- 1- 2012- 30 \$1,600.00 NM									
2 WDIV W 10/03/12 6:30 PM M-F Local 4 News 6-630pm 6P-630P :30 REGENT- 2- 2012- 30 \$1,600.00 NM									
3 WDIV F 10/05/12 6:28 PM M-F Local 4 News 6-630pm 6P-630P :30 REGENT- 3- 2012- 30 \$1,600.00 NM									

We warrant that the actual broadcast information shown on this invoice was taken from the program log.

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. Station reserves the right to purge materials after 90 days from last date of air. The expense of resending materials will be paid by client.

**NONDISCRIMINATION POLICY:** Post-Newsweek Stations, Inc. and its stations do not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract is hereby rejected.

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258949-2	10/28/12	October 2012	10/01/12 - 10/28/12
Advertiser		Product	Estimate Number
POL/Bernstein M/UofM Boa			

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/Week	Rate	Type
5	10/08/12	10/12/12	Today Show	8-9a	1- 1- 1- -	:30	3	\$1,350.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 1- 1- 1- - 3 \$1,350.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WDIV M 10/08/12 8:28 AM Today Show 8-9a :30 REGENT- 1- 2012- 30 \$1,350.00 NM 2 WDIV W 10/10/12 8:28 AM Today Show 8-9a :30 REGENT- 1- 2012- 30 \$1,350.00 NM 3 WDIV F 10/12/12 8:36 AM Today Show 8-9a :30 REGENT- 2- 2012- 30 \$1,350.00 NM									
6	10/08/12	10/12/12	Noon News 12-1230p	12N-1230P	1- 1- 1- -	:30	3	\$850.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 1- 1- 1- - 3 \$850.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WDIV M 10/08/12 12:28 PM Noon News 12-1230p 12N-1230P :30 REGENT- 2- 2012- 30 \$850.00 NM 2 WDIV W 10/10/12 12:15 PM Noon News 12-1230p 12N-1230P :30 REGENT- 2- 2012- 30 \$850.00 NM 3 WDIV F 10/12/12 12:13 PM Noon News 12-1230p 12N-1230P :30 REGENT- 3- 2012- 30 \$850.00 NM									
7	10/08/12	10/12/12	M-F Local 4 News 6-630p 6P-630P		1- 1- 1- -	:30	3	\$1,600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 1- 1- 1- - 3 \$1,600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WDIV M 10/08/12 6:22 PM M-F Local 4 News 6-630pm 6P-630P :30 REGENT- 3- 2012- 30 \$1,600.00 NM 2 WDIV W 10/10/12 5:58 PM M-F Local 4 News 6-630pm 6P-630P :30 REGENT- 3- 2012- 30 \$1,600.00 NM 3 WDIV F 10/12/12 6:12 PM M-F Local 4 News 6-630pm 6P-630P :30 REGENT- 2- 2012- 30 \$1,600.00 NM									
8	10/15/12	10/19/12	10-11AM Ellen	10-11A Ellen	M- W- F- -	:30	3	\$550.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 M- W- F- - 3 \$550.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WDIV M 10/15/12 10:38 AM 10-11AM Ellen 10-11A Ellen :30 REGENT- 3- 2012- 30 \$550.00 NM 1 WDIV W 10/17/12 10:37 AM 10-11AM Ellen 10-11A Ellen :30 REGENT- 3- 2012- 30 \$550.00 NM 3 WDIV F 10/19/12 10:46 AM 10-11AM Ellen 10-11A Ellen :30 REGENT- 3- 2012- 30 \$550.00 NM									
13	10/15/12	10/15/12	M-F Local 4 News 6-630p 6P-630P		1-----	:30	1	\$1,600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 1----- 1 \$1,600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WDIV M 10/15/12 6:28 PM M-F Local 4 News 6-630pm 6P-630P :30 REGENT- 2- 2012- 30 \$1,600.00 NM									
14	10/17/12	10/17/12	M-F Local 4 News 6-630p 6P-630P		-- 1----	:30	1	\$1,600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 -- 1---- 1 \$1,600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WDIV W 10/17/12 5:58 PM M-F Local 4 News 6-630pm 6P-630P :30 REGENT- 2- 2012- 30 \$1,600.00 NM									

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Advertiser		Product	Estimate Number
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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/Week	Rate	Type
15	10/23/12	10/23/12	M-F Local 4 News 6-630p6P-630P		- 1 -----	:30	1	\$1,600.00	NM
<b>Weeks:</b> <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
10/22/12 10/28/12 - 1 ----- 1 \$1,600.00									
<b>Spots:</b> # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WDIV Tu 10/23/12 6:30 PM M-F Local 4 News 6-630pm 6P-630P :30 REGENT- 2- 2012- 30 \$1,600.00 NM									
16	10/25/12	10/25/12	M-F Local 4 News 6-630p6P-630P		--- 1 ---	:30	1	\$1,600.00	NM
<b>Weeks:</b> <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
10/22/12 10/28/12 --- 1 --- 1 \$1,600.00									
<b>Spots:</b> # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WDIV Th 10/25/12 6:28 PM M-F Local 4 News 6-630pm 6P-630P :30 REGENT- 3- 2012- 30 \$1,600.00 NM									

Total Spots 25 Gross Total \$30,850.00

## Payment Terms 30 Days

<u>Agency Commission</u>	<u>\$4,627.50</u>
<u>Net Amount Due</u>	<u>\$26,222.50</u>

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